

ABSTRACT OF THE DISCLOSURE

An apparatus and method for providing compensation-based telemarketing information, including a memory device for storing at least one of individual information for at least one individual, individual contact information, telemarketer information, compensation information, reward information, and telemarketing subject matter, a processor for detecting telemarketing activity, wherein the processor records information regarding at least one of information provided to the individual, information obtained from the individual, and information regarding the telemarketing activity. The processor calculates or determines a compensation or a reward earned by the individual as compensation for the individual at least one of receiving, listening to, and participating in, the telemarketing activity.

10032459.010202